

COMMUNIQUE SYSTEM WITH ACTIVE FEEDBACK FOR CELLULAR COMMUNICATION NETWORKS

Abstract

The communique system for cellular communication networks operates with existing cellular communication networks to provide communique communication services to subscribers. The communique can be unidirectional (broadcast) or bidirectional (interactive) in nature and the extent of the communique can be network-wide broadcast or narrowcast, where one or more cells and/or cell sectors are grouped to cover a predetermined geographic area or demographic population or subscriber interest group to transmit information to subscribers who populate the target audience for the narrowcast transmissions. The communique system uses active feedback to dynamically adjust the communiqué coverage area, using one or more parameters including but not limited to: the number of subscribers in the communiqué coverage area and components thereof, the demographics of the subscribers, the flow of subscribers into & out of existing communiqué coverage area, the usage of communiqué services: free vs subscription vs toll, and the like. The content of these transmissions can be multi-media in nature and comprising a combination of various forms of media: audio, video, graphics, text, data and the like. The subscriber terminal devices used to communicate with the communique system for cellular communication networks are typically full function communication devices that include: WAP enabled cellular telephones, personal digital assistants, Palm Pilots, personal computers, and the like or special communique only communication devices that are specific to communique reception; or MP3 audio players (essentially a radio receiver or communique radio); or an MPEG4 video receiver (communique TV); or other such specialized communication device. The subscriber terminal devices can either be mobile wireless communication devices in the traditional mobile subscriber paradigm, or the fixed wireless communication devices in the more recent wireless product offerings. Furthermore, these communique communication services can be free services, subscription based services, or toll based services, while the data propagation can be based on push, pull and combinations of push/pull information distribution modes.